

2020-2021 DRAFT BUDGET: \$250,000

90 PLEDGE UNITS

PLEDGE GOAL: \$180,000

What is a pledge? It is a promise to give a certain amount of money to SUUS for the upcoming fiscal year (July 1, 2020 – June 30, 2021)

Do I need to be a member to make a pledge? Anyone can give to SUUS. Those who pledge/donate and have not yet chosen to become Members are known as Friends, and are able to take advantage of what SUUS has to offer, except for voting at congregational meetings and holding leadership positions.

Do I have to make a pledge to be a member of this congregation? Yes, an annual pledge is required to be a voting member. The financial health of this community is the responsibility of every member. Remember, there is no SUUS without your contributions of passion, time, and money.

How much should I give? This depends on your personal finances and your commitment to making this congregation sustainable now and for future generations. We all need to increase our level of giving in order to decrease the draw on our endowment, to maintain our full-time ministries, expand our programming, and improve our facilities.

What about non-cash gifts? You may donate stock, IRA distributions, or other securities directly to SUUS, and there can be tax advantages. Please contact the treasurer or the office for asset transfer instructions.

Are monetary gifts to the church tax-deductible? Pledge payments and donations to SUUS are tax-deductible for the calendar year in which they are given. We suggest consulting with your financial advisor for more information.



FINDING OUR SWEET SPOT

Shoreline UU Society
2020-2021
Pledge Drive

The Sweet Spot

A Tool for Prioritizing Your Options

You have a lot of ideas... How do you choose where to focus your energy and resources? That's what the Sweet Spot tool does for you!

The diagram is a cross-shaped grid with a central green circle labeled "SWEET SPOT". The four arms of the cross are labeled: "IMPACT" (top-left), "WILL" (top-right), "CAPACITY" (bottom-left), and "MISSION" (bottom). Each arm has a scale from 1 to 5, with 5 at the center. The numbers are color-coded: 1 is pink, 2 is purple, 3 is blue, 4 is green, and 5 is yellow.

DIRECTIONS:

For each project or program idea, assess where you fall in five areas:

- How strong is the **WILL** of your team to carry this out?
- What level of **COMPETENCY** or skill does the group possess for this project?
- How well does the idea align with your **MISSION**?
- How much **CAPACITY** (time, money, volunteers, etc.) do you have to get it done?
- What degree of **IMPACT** will the project have if you complete it?

The closer everything gets to 5, the sweeter your ideal!

5 = Best possible
4 = Good
3 = Sufficient
2 = Low
1 = (almost) Non-existent

UNITARIAN UNIVERSALIST SOCIETY
New England Region
(817) 940-6415 • newengland@uus.org
uus.org/new-england

Shoreline Unitarian Universalist Society
297 Boston Post Road Madison, CT 06443
www.shorelineunitarian.org
203-245-8720

FROM YOUR BOARD OF TRUSTEES:

We have been talking about making some changes in the coming year, but you can depend that certain things will remain the same.

◆ **We love this place!**

◆ **And there will always be a pledge drive in March!**

Why do we love this place? Is it the Sunday morning experience, the music, the faith formation program, small group ministries, coffee hour, special events, outreach or social justice, or is it the fellowship of kindred souls? Some of us find comfort, healing and a sense of community at SUUS. Some of us find a sanctuary that restores our energy so we can make a difference in the world. Some of us come here to learn and to make sense of the world around us. Whatever our reasons, SUUS strives to serve all our members, our friends and the larger community. But we can only continue doing it with everyone's support.

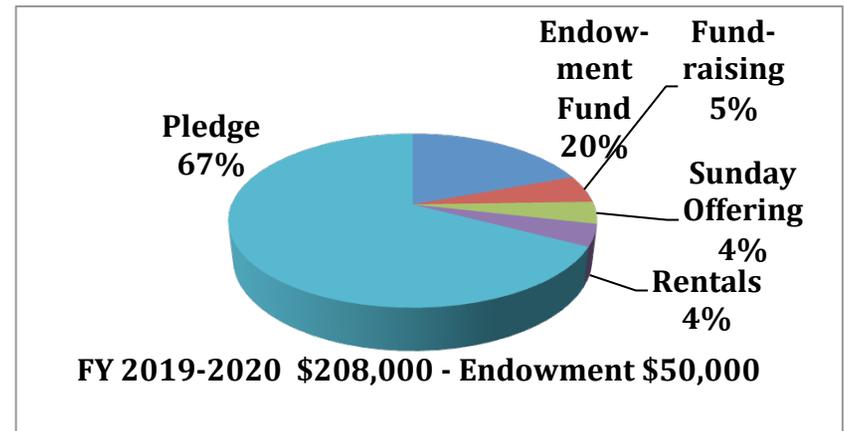
Where is our Sweet Spot? Our leaders continue to focus on the issues of sustainability and long-term growth. We are using the Sweet Spot to help us redirect our time, energy, and resources, so that our beloved community will be better able to support our current members and be in a stronger position to welcome new ones. What programs and services are essential? What do we have the capacity and the will to do, and what can we revise or remove? What will have the greatest impact for the greatest number? And most important, what activities best support our mission?

A major goal for the coming year is to continue to decrease the draw from our Endowment. We recommend and urge you increase your pledge by 5%, 10% or for some 100%. Only by each of us making the suggested increases will we be able to reach our Sweet Spot.



Our financial lives are too varied for "one size fits all," so we ask each of you to give as generously as your circumstances allow.

Where Our Gifts Come From



What Our Gifts Support

